



MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # **035-2012**

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LETTER TO COMMISSION
CITY CLERK'S OFFICE

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 3, 2012

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2011/12 Quarter 1

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY2011/12 Quarter 1 (October 1, 2011 to December 31, 2011).

Background

The Miami Beach Public Area Cleanliness Index is an objective measurement of performance ranging from 1.0 (Very Clean) to 6.0 (Very Dirty) and includes assessments of litter, litter/ garbage cans/dumpsters, organic material, and fecal matter. The results of the assessments are used to monitor the impacts of recently implemented initiatives to target areas for future improvements, and assure the quality of services.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indices from 2.0 to 1.5 – the lower the score on the cleanliness index indicates a cleaner area. This target continues to be the same through FY 2007/08, FY 2008/09, FY 2009/10, FY 2010/11, and FY 2011/12. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better.

Summary of the Cleanliness Assessment Results FY 2011/12 Quarter 1

Overall, the citywide cleanliness index improved during FY 2011/11 Quarter 1 by 25.5% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and remained steady when compared to the same quarter in FY2010/11. In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident survey.

Positive and Improved Areas in FY 2011/12 Quarter 1

- **Parks**- Scores improved by 2.7% when compared to the same quarter in FY2010/11, with a 30.8% improvement when compared to the same quarter in FY2005/06. Parks will continue to work with sanitation to address any issues, as well as waste hauler responsibilities. Three vacancies will also be filled during this quarter.
- **Beaches** - Scores improved by 34.7% for areas covered by Miami Beach staff and 16.3% for areas covered by MDC compared to the same quarter in FY2005/06, with a 13.2% improvement in Miami Beach areas of responsibility from same quarter in

FY 2011/12. Cleanliness of beaches remains a priority, with multiple departments collaborating to address prior issues. Miami-Dade County personnel participate in quarterly meetings. A proposed ordinance has been drafted to eliminate flyer distribution on the beaches, as well as increased code enforcement.

- **Sidewalks**– Sidewalks across the Beach improved by 13.7% when compared to the same quarter in FY 2005/06, with an improvement in litter of 2.8% when compared to the same quarter in FY 2010/11. Scores this quarter are the best scores to date, with an overall quarter four score for streets of 1.47 and sidewalks of 1.41. The percentage of sidewalk assessments scoring 2.0 was 91.6% with all areas exceeding the target.

Areas of Focus

- **Waterways** - Overall scores improved by 18.4% when compared the same quarter in FY 2005/06, but this continues to be an area of focus as scores were the poorest for all assessment areas. Non-hotspot waterways assessment scores were 28.4% and 25.6% poorer, respectively when compared to same quarter in base year and same quarter in prior year. The main factor affecting the score is litter accumulation on the edge of the water and debris coming down as a result of the high tide. Sanitation will reach out to Miami Dade County to discuss areas of responsibility and cleaning cycle dates. County staff will also be invited to all future cleanliness meetings and provided cleanliness program data. Areas of responsibility will be more clearly defined including private and public waterways with service levels adjusted accordingly. Once identified, code will increase enforcement of waterway shoreline cleaning.
- **Alleys**– Overall scores in alleys improved by 22.0% when compared to the same quarter in FY 2005/06, but declined 12.3% when compared to the same quarter in FY 2010/11. Alley cleanliness ratings at 1.92 remain among the poorest citywide. Graffiti and overflowing garbage cans appear to be the issue. Sanitation will contact the wasted haulers to address the spray painting of addresses on dumpsters, which presents as graffiti. Code has increased enforcement as well.
- **Parking Lots** - Parking lots have improved 24.0% when compared to the same quarter in FY 2005/06. Despite this improvement, the score is still below our target with sanitation continuing to work with the waste hauler to increase service for garbage cans and has submitted a cure letter to the vendor for immediate attention.

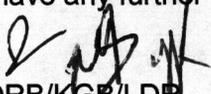
Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. In addition, in the 2009 survey, residents and businesses rated cleanliness as the number one service the City should strive not to reduce. The City has implemented increases in service levels and community satisfaction levels have improved. Overall scores have improved by 23.8% from FY2005/06 to FY2010/11.

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and students are conducting cleanliness assessments every quarter. If you or any member of your staff is interested in participating in the City's Public Area Cleanliness Program, please contact Leslie Rosenfeld with the Office of Budget and Performance Improvement Organizational Development Division at extension 6923.

If you have any further questions, please feel free to contact me.



JMG/DRB/KGB/LDR



MIAMI BEACH

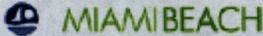
Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	FY08/09					FY Score
	Q1	Q2	Q3	Q4		
Overall City Score	2.20	1.94	2.24	2.03	2.10	
Streets	2.07	1.98	2.22	1.84	2.03	
Not including alleys	1.99	1.85	2.16	1.74	1.94	
Commercial - Entertainment	1.84	1.78	2.44	1.74	1.95	
Commercial - Non-Entertainment	1.89	1.87	1.81	1.75	1.83	
Residential	2.25	1.93	2.11	1.74	2.01	
Alleys	2.46	2.69	2.75	2.49	2.60	
Sidewalks	2.02	2.06	2.33	1.84	2.06	
Commercial - Entertainment	1.87	1.95	2.50	1.86	2.04	
Commercial - Non-Entertainment	1.97	2.15	1.91	1.79	1.95	
Residential	2.28	2.11	2.35	1.83	2.14	
Parks	2.08	1.53	1.93	2.04	1.90	
Parking	2.25	2.26	2.30	2.01	2.21	
Waterway	2.77	2.12	2.93	2.53	2.59	
Beach Areas						
Miami Beach Responsibility Only	2.02	1.68	1.80	1.91	1.85	
Miami-Dade County Responsibility	1.95	1.78	2.04	1.95	1.93	

Public Area	FY Scores						% change from prior FY score	% change from base FY score
	FY08/09	FY09/10	FY10/11	FY11/12	FY12/13	FY13/14		
Overall City Score	2.10	1.75	1.75	1.80	1.60			
Streets	2.03	1.69	1.73	1.74	1.65			
Not including alleys	1.94	1.59	1.66	1.66	1.54			
Commercial - Entertainment	1.95	1.56	1.65	1.69	1.55			
Commercial - Non-Entertainment	1.83	1.60	1.65	1.63	1.57			
Residential	2.01	1.64	1.68	1.65	1.51			
Alleys	2.60	2.07	1.97	1.99	1.89			
Sidewalks	2.06	1.72	1.73	1.75	1.63			
Commercial - Entertainment	2.04	1.68	1.69	1.77	1.64			
Commercial - Non-Entertainment	1.95	1.75	1.79	1.77	1.63			
Residential	2.14	1.75	1.77	1.71	1.59			
Parks	1.90	1.52	1.55	1.57	1.39			
Parking	2.21	1.87	1.96	2.00	1.81			
Waterway	2.59	2.09	2.10	2.11	1.70			
Beach Areas								
Miami Beach Responsibility Only	1.85	1.59	1.62	1.59	1.43			
Miami-Dade County Responsibility	1.93	1.70	1.61	1.63	1.48			

Public Area	FY10/11					% change from prior FY score	% change from base FY score
	Q1	Q2	Q3	Q4	FY Score		
Overall City Score	1.63	1.60	1.69	1.49	1.60	-11.1%	-23.8%
Streets	1.59	1.60	1.92	1.47	1.65	-5.1%	-18.7%
Not including alleys	1.54	1.51	1.76	1.35	1.54	-7.2%	-20.6%
Commercial - Entertainment	1.49	1.54	1.74	1.41	1.55	-8.2%	-20.5%
Commercial - Non-Entertainment	1.55	1.47	1.88	1.35	1.57	-3.6%	-14.2%
Residential	1.59	1.51	1.67	1.27	1.51	-8.4%	-34.8%
Alleys	1.71	1.69	2.19	1.75	1.89	-5.0%	-27.9%
Sidewalks	1.68	1.66	1.75	1.41	1.63	-6.8%	-20.8%
Commercial - Entertainment	1.63	1.69	1.80	1.43	1.64	-7.3%	-19.6%
Commercial - Non-Entertainment	1.64	1.59	1.85	1.44	1.63	-7.8%	-16.4%
Residential	1.79	1.71	1.90	1.34	1.59	-7.0%	-25.7%
Parks	1.48	1.30	1.39	1.39	1.35	-11.4%	-25.8%
Parking	1.72	2.02	2.03	1.48	1.81	-9.5%	-18.1%
Waterway	1.76	1.59	1.63	1.80	1.70	-15.4%	-34.3%
Beach Areas							
Miami Beach Responsibility Only	1.52	1.43	1.40	1.27	1.43	-10.0%	-22.7%
Miami-Dade County Responsibility	1.54	1.40	1.52	1.44	1.48	-9.2%	-23.3%

Public Area	FY11/12				FY Score	% change from prior Qtr	% change in prior FY Qtr	% change from same quarter in base year
	Q1	Q2	Q3	Q4				
Overall City Score	1.64					10.1%	0.6%	-25.5%
Streets	1.64					11.6%	3.1%	-20.8%
Not including alleys	1.52					11.8%	-1.3%	-23.6%
Commercial - Entertainment	1.51					7.1%	1.3%	-17.9%
Commercial - Non-Entertainment	1.58					16.2%	1.3%	-16.4%
Residential	1.45					14.2%	-8.8%	-35.6%
Alleys	1.92					9.7%	12.9%	-22.0%
Sidewalks	1.45					2.8%	-13.7%	-28.2%
Commercial - Entertainment	1.44					0.7%	-11.7%	-23.0%
Commercial - Non-Entertainment	1.50					4.2%	-8.5%	-23.9%
Residential	1.35					1.5%	-24.0%	-40.4%
Parks	1.44					3.6%	-2.7%	-30.8%
Parking	1.71					15.5%	-0.6%	-24.0%
Waterway	2.26					25.6%	28.4%	-18.4%
Beach Areas								
Miami Beach Responsibility Only	1.33					-3.6%	-13.2%	-34.7%
Miami-Dade County Responsibility	1.64					13.9%	5.5%	-16.3%



Percentage of Assessments scoring 2.0 or better (target = 90%)

Public Area	FY2008				FY Score
	Q1	Q2	Q3	Q4	
Citywide	57.5%	71.1%	56.7%	75.5%	65.2%
Streets	65.7%	79.2%	63.9%	84.8%	73.4%
Commercial - Entertainment	66.1%	81.1%	47.5%	74.6%	67.3%
Commercial - Non-Entertainment	76.7%	72.2%	82.4%	97.3%	82.3%
Residential	56.8%	84.6%	66.2%	86.1%	73.5%
Aleys	37.7%	36.8%	37.0%	56.2%	41.9%
Sidewalks	62.6%	68.7%	56.4%	79.3%	66.7%
Commercial - Entertainment	69.2%	71.8%	41.7%	71.7%	63.6%
Commercial - Non-Entertainment	63.5%	56.4%	75.8%	87.4%	71.8%
Residential	52.4%	78.1%	52.1%	82.2%	66.2%
Parks	46.3%	88.0%	68.2%	63.8%	66.6%
Parking	48.0%	59.5%	49.2%	69.0%	56.4%
Waterway	42.9%	83.7%	34.5%	56.8%	54.5%
Beach Areas					
Miami Beach Responsibility Only	75.3%	78.4%	53.9%	77.2%	71.2%
Miami-Dade County Responsibility	75.3%	78.4%	53.9%	77.2%	71.2%

Public Area	FY2009	FY2010
	FY Score	FY Score
Citywide	81.0%	79.4%
Streets	87.1%	86.4%
Commercial - Entertainment	88.1%	87.8%
Commercial - Non-Entertainment	84.6%	87.3%
Residential	87.0%	82.5%
Aleys	67.0%	69.0%
Sidewalks	85.2%	80.9%
Commercial - Entertainment	86.6%	81.4%
Commercial - Non-Entertainment	78.3%	81.4%
Residential	83.9%	79.6%
Parks	84.1%	88.1%
Parking	72.8%	66.7%
Waterway	71.5%	71.6%
Beach Areas		
Miami Beach Responsibility Only	85.8%	88.7%
Miami-Dade County Responsibility	85.8%	88.7%

Public Area	FY2011				FY Score	Difference from prior Qtr	Difference from base FY Qtr
	Q1	Q2	Q3	Q4			
Citywide	88.6%	84.3%	78.5%	90.8%	88.5%	12.1%	20.3%
Streets	94.6%	91.8%	79.5%	94.8%	90.2%	16.1%	18.8%
Commercial - Entertainment	96.9%	92.3%	79.1%	92.8%	90.3%	18.7%	28.0%
Commercial - Non-Entertainment	94.3%	91.3%	75.8%	94.6%	89.0%	18.8%	8.7%
Residential	91.1%	92.1%	83.7%	96.3%	90.3%	12.8%	17.4%
Aleys	82.9%	66.9%	68.4%	80.8%	74.5%	12.4%	32.0%
Sidewalks	88.3%	86.3%	79.0%	93.1%	86.7%	14.1%	20.0%
Commercial - Entertainment	97.0%	84.8%	76.0%	92.8%	86.1%	16.8%	22.6%
Commercial - Non-Entertainment	90.0%	92.3%	73.1%	91.2%	86.8%	18.7%	16.0%
Residential	81.7%	82.2%	87.8%	94.2%	86.5%	7.0%	20.4%
Parks	94.4%	96.9%	82.1%	96.2%	94.7%	3.1%	28.1%
Parking	81.4%	67.5%	73.6%	89.4%	78.0%	16.8%	21.8%
Waterway	78.9%	87.1%	88.5%	81.0%	83.9%	-7.6%	28.4%
Beach Areas							
Miami Beach Responsibility Only	96.5%	96.3%	88.2%	91.8%	93.2%	3.8%	22.0%
Miami-Dade County Responsibility	96.5%	96.3%	88.2%	91.8%	93.2%	3.8%	4.6%

Public Area	FY2012				FY Score	Difference from prior Qtr	Difference from prior FY Qtr	Difference from base FY Qtr
	Q1	Q2	Q3	Q4				
Citywide	86.8%					-3.8%	-1.8%	28.3%
Streets	88.9%					-5.7%	-6.7%	23.2%
Commercial - Entertainment	87.9%					-8.8%	-8.0%	21.8%
Commercial - Non-Entertainment	87.4%					-7.2%	-8.0%	18.7%
Residential	91.6%					-5.0%	8.4%	34.7%
Aleys	75.8%					-5.0%	-7.1%	38.1%
Sidewalks	91.6%					-1.6%	3.3%	28.0%
Commercial - Entertainment	90.4%					-3.2%	-0.8%	21.8%
Commercial - Non-Entertainment	90.1%					-1.7%	0.1%	28.8%
Residential	94.3%					-0.6%	12.8%	41.8%
Parks	92.8%					-2.4%	-1.8%	48.6%
Parking	84.7%					-4.7%	3.3%	38.7%
Waterway	64.2%					-18.8%	-14.7%	21.3%
Beach Areas								
Miami Beach Responsibility Only	84.2%					-37.8%	-32.3%	-11.1%
Miami-Dade County Responsibility	84.8%					-7.0%	8.6%	8.6%